



Town of Arlington, Massachusetts
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Minutes 09/15/2010

Arlington Tourism and Economic Development Committee

Wednesday, September 15, 2010, 8:00 to 9:30 a.m.

Town Hall Annex, First Floor Conference Room

Minutes

Present: Kirsy Allison-Ampe, Bob Bowes, Roly Chaput, Tom Davison, Carol Kowalski, Diane Mahon, Angela Olszewski, Clarissa Rowe, Howard Winkler

Not Present: Mike Ginns, Daniel Hodge, JoAnn Robinson, Sharon Shaloo

Observing: Don Benjamin, Laurence McKinney

Call to Order

Chair Angela Olszewski called the meeting to order at 8:05 a.m.

Approval of Minutes

Diane Mahon was appointed to record minutes of the 9-15-10 meeting in Sharon Shaloo's absence.

The Minutes of the 6-24-10 Meeting were unanimously approved as amended on a motion by Roly Chaput, seconded by Diane Mahon.

Reports

Diane Mahon reported on joint community Scenic Byway activities.

Roly Chaput commented that Arlington is now a new member of the Freedom's Way Organization and provided the website: www.freedomsway.org.

Bob Bowes informed Committee of business changes in Arlington: (1) Paper & More has moved from Mass. Ave. and Prentiss Road to Mass. Ave. and Menotomy Road;
(2) Wells Fargo has moved from Arlington Center to 1012 Mass. Ave.

Laurence McKinney updated Committee regarding upcoming 2012 Uncle Sam Bicentennial Celebration Events. He informed the Committee that the Uncle Sam brochure is currently being updated and will soon be ready for distribution.

Angela Olszewski discussed creating a Mission Statement and passed out (1) pamphlets from other towns as examples, (2) the Arlington Cultural Council statement, and (3) a binder obtained when she attended, as Arlington's representative, the Business Improvement Meeting at the State House.

Carol Kowalski stated the work on the Broadway Plaza from the Capital Planning Request for \$200K should begin soon. Her office also plans to submit a CDBG request to the Board of Selectmen for the suggested signage improvements as outlined in the recent

Angela Olszewski reported on what she learned when she attended the MBTA's bus shelter meeting held over the summer, which included suggestions on streetscape improvements. She inquired if the Scenic Byway Tourism & Economic Development Committee could obtain advertising space at some of the shelters in some form. Diane Mahon informed the Committee that the agenda item on the 9/13/10 Board of Selectmen agenda to discuss and/or vote on proposal(s) regarding any MBTA Bus Shelters in Arlington was moved to the 10/10/10 BoS agenda at the request of the proponents who needed more time to prepare their proposal(s).

Mission/Goals

Angela Olszewski then took comments regarding the Committee's Goals and/or Mission Statement by creating an initial framework to be further defined, reviewed and voted on. The Committee agreed we should first define "Who we are", and then what our Goals and/or Mission Statement should include.

Laurence McKinney suggested that we promote Arlington as a preferred destination for tourism, dining, and healthy living. Kirsy Allison-Ampe reported that the School Committee was just informed that Arlington Public School was ranked the lowest percentage of obesity in students at 9.6%, with the second place Massachusetts Public school system at 13%. Carol Kowalski observed that a draft Mission and/or Goals Statement for the Committee, could focus on tourism, economic/commercial development and healthy living. Clarissa Rowe suggested the Committee should discuss how to best define the name of the Committee.

The committee developed a "who we are" framework: The Committee charged with promoting the Town of Arlington with a specific focus to include, but not limited to economic growth, tourism, culture and historic resources, business vitality, healthy environment, funding opportunities, transportation, highlighting the town as a local magnet, identify opportunities for promotion, identify challenges, encourage volunteerism for cultural sites.

It was further agreed that we are charged with reporting to the Town, Town Meeting, and Board of Selectmen about the Committee's activities and plans. In addition, the committee will mobilize community support, starting by distributing information, obtaining community input and utilizing the various local media resources for this outreach.

Discussion:

Bob Bowes stated he will oversee the posting, through the Chamber of Commerce newsletter and/or any other Chamber distribution, asking businesses who want to volunteer to identify where their customers are coming from, i.e., what cities or towns and from what State(s), as well as identifying how to promote opportunities in Arlington through its business/hotel/restaurants.

Carol Kowalski stated the Committee needs to be mindful to promote all businesses and not focus on any one. Carol Kowalski also stated that the report from the consultants on all three town-wide Mass. Avenue business development reports should be on the Town's website in the near future.

The Committee discussed exploring publicity and social media opportunities which included the Vision 2020 study survey, as well as compiling all Arlington-related web lists, such as the Arlington list, neighborhood groups and schools lists, etcetera.

Tom Davison offered to coordinate communication from the committee with those Arlington groups whose concerns overlap with those of the Committee (e.g., the Chamber of Commerce, Arlington Advocate, etc.).

Discussion and refinement of the Mission/Goals Statement will continue in future meetings of the committee.

The next regular meeting of the committee will be held on October 20, 2010, at 7 p.m.

Adjournment:

On a motion from by Roly Chaput, seconded by Diane Mahon, and unanimously approved, the meeting was adjourned at 9:35 a.m.

Correspondence Received:

Chair received comments regarding Committee Mission Statement from Roly Chaput.